

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bottega Veneta International		09/20/2012	S.a.r.l.: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Bottega Veneta		
Street Address:	Via Industria 19		
City:	Cadempino		
State/Country:	SWITZERLAND		
Entity Type:	SA: SWITZERLAND		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1086395	BOTTEGA VENETA	
Registration Number:	3207024	BOTTEGA VENETA	
Registration Number:	3676790	BOTTEGA VENETA	
Registration Number:	3333881	WHEN YOUR OWN INITIALS ARE ENOUGH	
Registration Number:	3662029	BOTTEGA VENETA	
Serial Number:	77219184		
Serial Number:	85619608		
Serial Number:	85619612	SETASETTANTA	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	trademarkdocketing@aporter.com		
Correspondent Name:	Bottega Veneta International S.a.r.l.		
Address Line 1:	124 Boulevard de la Petrusse		
Address Line 4:	Luxembourg, LUXEMBOURG		

CH \$215.00 1086395

ATTORNEY DOCKET NUMBER:	23088.012
DOMESTIC REPRESENTATIVE Name: Address Line 1: Address Line 2: Address Line 3: Address Line 4:	
NAME OF SUBMITTER:	Alan C. Veronick
Signature:	/Alan C. Veronick/
Date:	11/01/2012
Total Attachments: 2 source=Bottega Assignment#page1.tif source=Bottega Assignment#page2.tif	

ASSIGNMENT

WHEREAS, Bottega Veneta International S.a.r.l., a company registered under the laws of Luxembourg, with a registered office at 124 Boulevard de la Pétrusse, Luxembourg L-2330 ("Assignor"), owns certain trademarks and/or service marks, and applications and/or registrations for such marks, as listed in Exhibit A attached hereto and incorporated herein by this reference (the "Bottega Veneta Marks"); and

WHEREAS, Bottega Veneta SA, a company incorporated under the laws of Switzerland, with its principal office located at Via Industria 19, Cadempino, Switzerland ("Assignee"), desires to acquire all of the right, title and interest of Assignor in, to and under the Bottega Veneta Marks, together with the goodwill of the business symbolized by the Bottega Veneta Marks;

WHEREAS, Assignor and Assignee have entered into that certain Transfer of Assets Agreement dated June 14, 2012 (the "Transfer of Assets Agreement"), assigning, among other things, all right, title and interest in and to the Bottega Veneta Marks and in and to the registrations and/or applications for same from Assignor to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee its entire right, title and interest in and to the Bottega Veneta Marks, and to the applications and/or registrations for the Bottega Veneta Marks, together with the goodwill of the business symbolized by and associated with the Bottega Veneta Marks and the portion of the business of Assignor to which the Bottega Veneta Marks pertain, including the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Bottega Veneta Marks or the registration thereof or such associated goodwill.

Nothing in this confirmatory trademark Assignment shall alter the terms of the Transfer of Assets Agreement.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representative, effective as of this 25th day of September, 2012.

ASSIGNOR:

Bottega Veneta International S.a.r.l.

By: 

Name: CARINE ROTONDARO

Title: MANAGING DIRECTOR

ASSIGNEE:


Bottega Veneta SA

By: 

Name: VANNI VOLPI

Title: Intellectual Property Counsel

EXHIBIT A

Mark	Serial No./Filing Date	Reg. No./Reg. Date	Class(es)
BOTTEGA VENETA	73099852 September 15, 1976	1086395 February 28, 1978	18, 20, 25
BOTTEGA VENETA	75629658 January 28, 1999	3207024 February 13, 2007	9, 14
BOTTEGA VENETA	76603617 July 23, 2004	3676790 September 1, 2009	4, 21
WHEN YOUR OWN INITIALS ARE ENOUGH	77103454 February 9, 2007	3333881 November 13, 2007	18, 25
BOTTEGA VENETA	78757129 November 18, 2005	3662029 July 28, 2009	3
	77219184 June 29, 2007	—	18, 25
	85619608 May 8, 2012	—	3, 9, 14, 18, 25
SETASETTANTA	85619612 May 8, 2012	—	18